

2007 North Carolina Strawberry Summary

North Carolina ranks fourth in the United States in strawberry production.

Approximately ninety percent of the crop is produced for retail and the other ten percent is for wholesale. Fruit is sold direct to the consumers as Pick-Your-Own, at farm stands, or to local supermarket chains and wholesale terminals. The top two states, California and Florida primarily grow for shipping wholesale, while third ranked Oregon grows primarily for processing.

The first f.o.b. shipping point price report was issued on April 16. Prices were \$10.00-\$12.00 for flats of 8 1-pound clamshells. The last price report was issued on June 04. Prices were mostly \$10.00-\$12.50.

According to the United States Department of Agriculture National Agricultural Statistics Service, harvested acreage in 2007 totaled 1,500 compared to 1,600 in 2006. Yield per acre amounted to 125 cwt. compared with 135 cwt. in 2006. Production in 2007 accounted for 18.9 million pounds compared to 21.6 million pounds the previous year. Value of the 2007 crop was 18.0 million dollars. The previous year's production was valued at 19.4 million dollars.

F.O.B. PRICE AND SHIPMENTS FOR APRIL 02-JUNE 14, 2007

DATE	FLATS SHIPPED			PRICE/FLAT	
	8/ 1 POUND	12 PINT	4/ 2 Pound	8/ 1 POUND LOW	HIGH
2-Apr	8	-	-	-	-
3-Apr	4	-	-	-	-
4-Apr	274	-	-	-	-
5-Apr	91	-	-	-	-
6-Apr	307	-	-	-	-
7-Apr	62	-	-	-	-
8-Apr	-	-	-	-	-
9-Apr	933	800	-	-	-
10-Apr	960	600	1,300	-	-
11-Apr	220	-	-	-	-
12-Apr	1,097	1,000	-	-	-
13-Apr	1,673	800	-	-	-
14-Apr	2,065	800	-	-	-
15-Apr	600	-	-	-	-
16-Apr	3,645	1,400	600	10.00	12.00
17-Apr	2,262	750	-	-	-
18-Apr	4,563	500	950	9.50	10.00
19-Apr	4,185	350	400	-	-
20-Apr	4,660	500	900	9.90	10.50
21-Apr	3,299	1,192	700	-	-
22-Apr	3,000	750	-	-	-
23-Apr	3,936	2,067	600	9.90	10.50
24-Apr	4,010	1,100	-	-	-
25-Apr	7,450	800	-	9.90	10.50
26-Apr	5,627	1,580	-	-	-
27-Apr	6,229	1,378	400	9.90	10.50
28-Apr	2,550	2,250	-	-	-

29-Apr	2,775	1,908	-	-	-
30-Apr	6,091	1,950	-	10.00	11.50
1-May	2,000	300	474	-	-
2-May	5,674	1,200	-	10.00	11.50
3-May	2,636	562	1,000	-	-
4-May	3,129	1,400	900	10.00	11.50
5-May	1,680	800	400	-	-
6-May	2,600	1,184	600	-	-
7-May	4,213	300	-	10.00	12.00
8-May	1,317	460	300	-	-
9-May	2,524	600	-	10.00	12.00
10-May	6,132	696	-	-	-
11-May	3,092	500	-	10.00	12.00
12-May	1,713	1,100	300	-	-
13-May	555	-	-	-	-
14-May	1,628	1,338	-	10.00	12.00
15-May	3,331	550	-	-	-
16-May	1,168	850	-	10.00	12.00
17-May	1,716	800	-	-	-
18-May	752	2,150	-	10.00	12.00
19-May	1,317	775	-	-	-
20-May	400	292	-	-	-
21-May	3,577	700	-	10.00	11.50
22-May	1,640	700	-	-	-
23-May	1,462	1,600	-	10.00	11.50
24-May	1,627	800	-	-	-
25-May	1,503	1,400	-	10.00	12.00
26-May	1,398	200	-	-	-
27-May	636	1,200	-	-	-
28-May	1,945	400	-	-	-
29-May	932	1,150	-	10.00	12.50
30-May	708	1,000	-	10.00	12.50
31-May	1,453	400	-	-	-
1-Jun	705	1,200	-	10.00	12.50
2-Jun	1,448	1,400	-	-	-
3-Jun	535	230	-	-	-
4-Jun	48	350	-	10.00	12.50
5-Jun	311	375	-	-	-
6-Jun	335	375	-	-	-
7-Jun	1,215	-	-	-	-
8-Jun	81	-	-	-	-
9-Jun	38	-	-	-	-
10-Jun	-	-	-	-	-
11-Jun	24	-	-	-	-
12-Jun	35	-	-	-	-
13-Jun	23	-	-	-	-
14-Jun	5	-	-	-	-
TOTAL	141,837	51,812	9,824		

Compiled by: Karrie Gonzalez, Market News Reporter, North Carolina Department of Agriculture and Consumer Services